

# Neighborhood Policing - A Digital Extension

**Facebook vs. Twitter**

<b>Summary</b>	<b>Facebook</b>	<b>Twitter</b>
<b>Audience</b>	79% of all 100+ year olds	10% of all 100+ year olds
<b>Frequency</b>	2-3 times a week	1-2 times a week
<b>Post Length</b>	1-2 paragraphs, short paragraphs	1-2 paragraphs, short paragraphs
<b>Events</b>	Yes	No
<b>Engagement</b>	Yes	No
<b>Hashtags</b>	No	Yes



Facebook - Neighborhood Policing 2.0



## Digital Tools



## As local as it gets!



## Positive Feedback



# Neighborhood Policing - A Digital Extension

## Facebook vs. Twitter

	Facebook	Twitter
Summary	Storytelling	Quick description
Audience	79% of all US Internet users	32% of all US Internet users
Frequency	3-5 times a week	Several times a day
Post Length	1-2 paragraphs, several photos	140 characters, 4 photos
Events	Yes	No
Engagement	Heavy	Moderate
Hashtags	Moderate	Heavy

## Highlight your work



## Get to know your NCO's



## Digital Tools



Twitter



Facebook



DCSC Digital Team

## Engage with the Community



## Facebook - Neighborhood Policing 2.0



## As local as it gets!

Promote Page

Locations (0)

United States

NYC

Manhattan

Upper East Side

East Side

East Side

East Side

East Side

East Side

East Side

East Side

DCSC10PREWEEK

MOBILE NEWSFEED

RIGHT COLUMN

Suggested Page

NYPD 34th Precinct

NYC

Manhattan

Upper East Side

East Side

East Side

East Side

East Side

East Side

## Positive Feedback

Barbara Fraser • NYPD 34th Police Precinct

May 12, 2015

Over all the wood community appreciates the recent ticketing of motorists running the stop sign at 218th and Seaman. Thank you!

NYPD 34th Police Precinct

May 12, 2015

Many thanks to the officer who yesterday was screening drivers blowing through the intersection of Seaman Avenue and 218th Street without stopping at the stop sign. I'm sure all of us pedestrians and dog walkers who use that intersection appreciate it very much! Hope you will do this often.

NYPD 34th Police Precinct

May 12, 2015

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May 12, 2015

## ***Digital Tools***



**Twitter**



**Facebook**



**DCSC Digital Team**



# Facebook vs. Twitter



Summary

Storytelling

quick timely updates

Audience

79% of all US internet users

23% of all US internet users

Frequency

3-5 times a week

Several times a day

Post Length

1-2 paragraphs, several photos

140 characters, 4 photos

Events

Yes

No

Engagement

Heavy

Minimal

Hashtags

Minimal

Heavy

# Facebook - Neighborhood Policing 2.0



**NYPD 30th Precinct** ✓  
@NYPD30PCT

Home  
Posts  
Photos  
About  
Likes

Create a Page

Go to Business Manager to manage this Page



Liked Following Share

Learn More Message

Status Photo/Video

Write something on this Page...

Posts



**NYPD 30th Precinct**  
March 25 at 7:38am

To really change the police-community relationship, the NYPD had to fundamentally change the way it does business. Neighborhood policing is that realization in action. <https://www.youtube.com/watch?v=yU0XZA5E-Ec>



**Neighborhood Policing in Queens Public Housing**

To really change the police-community relationship, the NYPD had to fundamentally change the way it does business. Neighborhood policing is that realization ...

YOUTUBE.COM

Like Comment Share

Public & Government Services in New York, New York

Always Open

Invite friends to like this Page

Welcome to the 30th Precinct's official Facebook page, serving the residents of the Washington Heights in Manhattan, NY

78 Likes  
Rob Villani and 4 other friends like this

0 people have been here

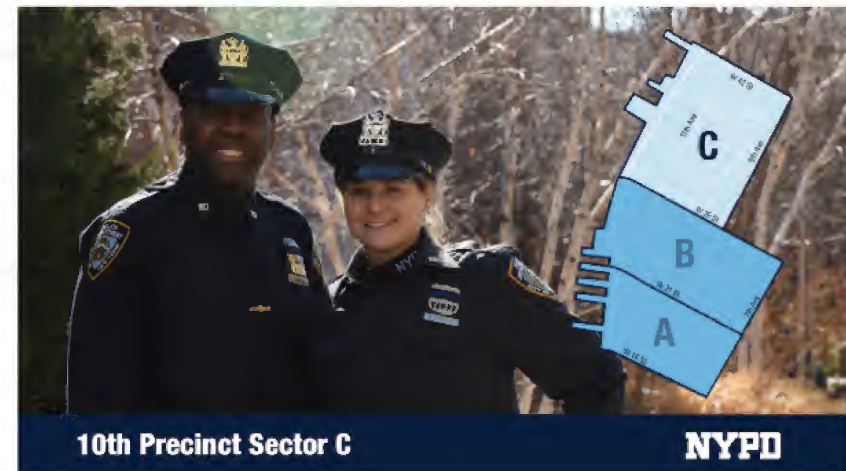
About See All



451 West 151st Street  
New York, NY 10031



# *Get to know your NCO's*



*As local as it gets!*

Promote Page

Locations ⓘ

United States

📍 10029

Add locations



Your audience location has been changed from New York to 10029. [Undo Change](#)



DESKTOP NEWS FEED

MOBILE NEWS FEED

RIGHT COLUMN

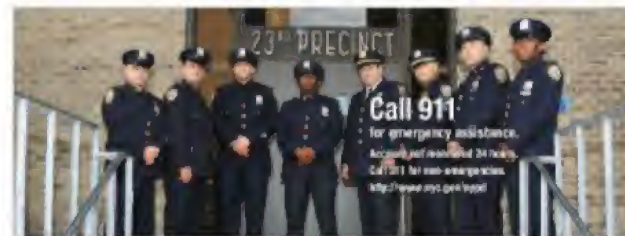
Suggested Page



**NYPD 23rd Police Precinct**

Sponsored

Welcome to the 23rd Precinct's official Facebook page, serving the residents of East...



NYPD 23rd Police Precinct  
Government Organization  
214 people like this.





# Highlight your work



NYPD 23rd Precinct

February 2 · 🌐

A great relationship was established previously with Neighborhood Coordination Officers Pagan and Rivera, and the owners of a local business. This enabled them to solve a Burglary and apprehend the offender within the course of two hours start to finish. A wonderful example of how neighborhood policing helps our community substantially.



👍 Like

💬 Comment

➦ Share



👍❤️ You, Anthony Vincent, Jamiel Altaheri and 38 others

Chronological\*

2 shares

View 1 more comment



Denise Majied Thanks Guys

👍 · Reply · 1 · February 2 at 4:56pm



# Engage with the Community



**Jason S. Kendall** thank you for the prompt attention. I see a difference today.

Like · Reply · May 4 at 7:37am



**Jason S. Kendall** the lookout is not there.

Like · Reply · May 4 at 7:38am



**NYPD 34th Police Precinct** Thank you for your concern, we have made contact with Transit District 3 regarding this matter and our NCO's are on it as well.

Like · Reply · Commented on by NY PD (?) · May 4 at 8:06am



**Jason S. Kendall** I saw the squad care there. Thanks! The bike-kid lookout was gone, and the homeless kid is just there. About a week ago, the lookout took him across the street and I saw them sharing a cigarette. It looked like the lookout was trying to take him under his wing. It was after the cigarette scene that their casing of people began. Before that, they were apparently separate. The homeless guy might need some gentle help from social services. He's not bad, he just doesn't know what to do.

Like · Reply · May 4 at 8:39am



**NYPD 34th Police Precinct** Thanks again, we will continue to follow up.

Like · Reply · Commented on by NY PD (?) · May 4 at 8:58am



**Marisol Espaillat** · NYPD 34th Precinct

March 19 at 8:03pm · 🌐

It is unfortunate that the 34th does not answer the phone, preferring instead to have an answering machine, which is full to capacity most of the time. I have tried calling on many occasions with the same disconcerting result. I have been dealing with a problematic neighbor for several years now and have been unable to resolve the issue. The landlord has stepped in and spoken to her recently and apparently she feels that she is above the law and the problem has become severe (Officer Perez, from community affairs came and spoke to her at one point). Now we are awakened by the pounding of her music every single weekend. My mother has had brain surgery less than a year ago and survived, thank God but she is susceptible to very loud noises, she also has high blood pressure and this situation is affecting her health and mine. What can we do about this situation?

👍 Like · 💬 Comment · ➦ Share · 💬 Message · ⌵

👤 Rafael Peguero, Jay Pi and Marisol Espaillat · Chronological \*



**NYPD 34th Precinct** Good morning Ms. Espaillat, where does your mother reside? We can have her Neighborhood Coordination Officers pay the neighbor a visit.

Like · Reply · 🌐 1 · Commented on by Reymundo Mundo (?) · March 20 at 11:10am

👉 View 4 more replies



**NYPD 34th Precinct** Please do, that's their information so that you can follow up with them.

Like · Reply · 🌐 1 · Commented on by Reymundo Mundo (?) · 18 hrs



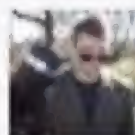
**Marisol Espaillat** Thank you very much for all of your help. I just got back from the precinct and I've already filed my complaint. Officer Snyder was very kind. I will however email both Detective Nunez and Officer Fernandez so that they can advise me as to the next steps to be taken in order to alleviate the situation. Once again thank you.

Like · Reply · 🌐 1 · 13 hrs



Write a reply...





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# Community

difference

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Like



Comment



Share



Message



Rafael Peguero, Jay Pi and Marisol Espaillat

Chronological \*



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View 4 more replies



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Like · Reply · 1 · 13 hrs



Write a reply...





# Positive Feedback



**Barbara Frazier** ▶ NYPD 34th Police Precinct

May 10 · 🌐

Overall the inwood community appreciates the recent ticketing of motorists running the stop sign at 218th and seaman. Kudos!

👍 NYPD 34th Police Precinct

👍 Like    💬 Comment    ➦ Share    💬 Message



**Bruce Jaffe** ▶ NYPD 34th Police Precinct

May 10 · 🌐

Many thanks to the officer who yesterday was ticketing drivers blowing through the intersection of Seaman Avenue and 218th Street without stopping at the stop sign. I'm sure all of us pedestrians and dog walkers who use that intersection appreciate it very much! Hope you will do this often.



**Jim Aronson** ▶ NYPD 34th Police Precinct

April 12 · 🌐

I wanted to publically thank the 34th for their response yesterday to an incident in the Dongan Buildings.  
As the President of the Fort Tryon East Neighborhood Association, my group has been working hard to improve the quality of life around our designated area, and stop the hoodlums and trespassers who have been invading our building. We have had trespassers, solicitors, packages stolen from within our building, and alleged drug deals on our roofs.  
Yesterday, one of our alert residents noticed two strangers in the building, immediately called 911, and the 34th was there very quickly to apprehend these individuals.  
Thank you, thank you, thank you!!!!

👍 Barbara Frazier and Nancy Preston 2 Comments

👍 Like    💬 Comment    ➦ Share    Chronological ▾  
💬 Message



**NYPD 34th Police Precinct** You're very welcome Mr. Aronson. We will continue to monitor and conduct enforcement. Have a great day.

Like · Reply    👍 1 · Commented on by NY PD [?] · April 12 at 4:42pm



**Nancy Preston** Great work 34!

Like · Reply · April 14 at 8:26pm · Edited



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Like



Comment



Share



Message



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2 Comments



Like



Comment

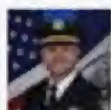


Share

Chronological ▾

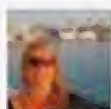


Message



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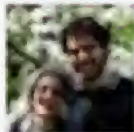
## Overall Community Approval!



**Christa Baur O'Brien** I really appreciate this page. And my appreciation comes equally from seeing officers interact with the community and from knowing more about what's being thwarted in the neighborhood.

Keep up the good work guys!!

Unlike · Reply · Message ·  2 · July 16, 2015 at 9:16am



**Marilyn Doof** I really enjoy reading about the actions of the officers of the 34th. Caring and competent professionals. That's a wonderful combination.

Unlike · Reply · Message ·  1 · July 16, 2015 at 9:27am